

FIRST COAST NEWS



A GANNETT COMPANY

Primary AE:	<u>Jim Quinn</u>
Sales Office:	<u>T-PHI</u>
Sales Region:	NAT

Billing Type:	Cash
Billing Calendar:	Broadcast
Billing Cycle:	EOM/EOC
Agency Commission:	15%

New Business Thru:	
Order Separation:	00:15:00
Advertiser External ID:	
Agency External ID:	

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
July 2012	2	\$965.00	\$820.25	0.00
August 2012	11	\$4,770.00	\$4,054.50	0.00
Totals	13	\$5,735.00	\$4,874.75	0.00

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jim Quinn			Start Of Order - End Of Order	100%

Competitive Share	Share	Total
CABLE	0%	\$0.00
WAWS	5%	\$1,686.76
WCWJ	0%	\$0.00
WJXT	33%	\$11,132.65
WJXX	5%	\$1,686.76
WTEV	40%	\$13,494.12

May 7-9

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 2	WTLV	07/26/12	07/27/12	M-F 5-530p M-F 5-530pm	CM	M-F 5p-5:30p	---TF--	:30	2	\$200.00	P-3	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 07/23/12	07/29/12	---TF--		2		\$200.00		0.00					
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
	1	WTLV	07/23/12-07/29/12	M-F 5-530p		M-F 5p-5:30p	---ThF----	:30		(\$200.00)		0.00	NM		
		Credited													
	2	WTLV	07/23/12-07/29/12	M-F 5-530p		M-F 5p-5:30p	---ThF----	:30		(\$200.00)		0.00	NM		
		Credited													
N 3	WTLV	07/30/12	08/03/12	M-F 5-530p M-F 5-530pm	CM	M-F 5p-5:30p	MTWTF--	:30	5	\$200.00	P-3	0.00	NM	0	\$0.00

Order / Rev: 702294 - 1
 Alt Order #: 6252095
 Flight Dates: 07/26/12 - 08/03/12

Advertiser: Stearns, C / R / Congress
 Product Desc: STEARNS FOR CONGRESS
 Estimate: 2528

WTLV-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 3	WTLV	07/30/12	08/03/12	M-F 5-530p M-F 5-530pm	CM	M-F 5p-5:30p	MTWTF--	:30	5	\$200.00	P-3	0.00	NM	0	\$0.00
Start Date End Date Weekdays Spots/Week Rate Rating Week: 07/30/12 08/05/12 MTWTF-- 5 \$200.00 0.00															
Spot Ch Date Range Description Start/End Time Weekdays Length Rate Rtg Type 1 WTLV 07/30/12-08/05/12 M-F 5-530p M-F 5p-5:30p MTWThF---- :30 (\$200.00) 0.00 NM Credited 2 WTLV 07/30/12-08/05/12 M-F 5-530p M-F 5p-5:30p MTWThF---- :30 (\$200.00) 0.00 NM Credited 3 WTLV 07/30/12-08/05/12 M-F 5-530p M-F 5p-5:30p MTWThF---- :30 (\$200.00) 0.00 NM Credited 4 WTLV 07/30/12-08/05/12 M-F 5-530p M-F 5p-5:30p MTWThF---- :30 (\$200.00) 0.00 NM Credited 5 WTLV 07/30/12-08/05/12 M-F 5-530p M-F 5p-5:30p MTWThF---- :30 (\$200.00) 0.00 NM Credited															
N 7	WTLV	08/03/12	08/03/12	4:30a-5a M-F 4:30-5a	CM	4:30a-5a	----F--	:30	1	\$70.00	P-1	0.00	NM	1	\$70.00
Start Date End Date Weekdays Spots/Week Rate Rating Week: 07/30/12 08/05/12 ----F-- 1 \$70.00 0.00															
N 8	WTLV	08/03/12	08/03/12	530a-6a 530a-6a	CM	530a-6a	----F--	:30	1	\$400.00	P-1	0.00	NM	1	\$400.00
Start Date End Date Weekdays Spots/Week Rate Rating Week: 07/30/12 08/05/12 ----F-- 1 \$400.00 0.00															
N 9	WTLV	08/03/12	08/03/12	M-F 6-7a M-F 6-7am (6:30 AM-7:00 AM)	CM	6a-7a	----F--	:30	1	\$900.00	P-1	0.00	NM	1	\$900.00
Start Date End Date Weekdays Spots/Week Rate Rating Week: 07/30/12 08/05/12 ----F-- 1 \$900.00 0.00															
Totals														13	\$5,735.00

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